

The Oklahoma Oklahoman

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

| | <u>DMA</u> | | | | | <u>CBSA</u> | | | | |
|---|-----------------------|------------------|----|-------------------|----|------------------------|------------------|----|-------------------|----|
| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in CBSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Demos | | | | | | | | | | |
| Total Adults | 1,320,830 | 338,444 | 26 | 551,743 | 42 | 908,714 | 277,824 | 31 | 441,313 | 49 |
| Men | 645,264 | 178,665 | 28 | 247,808 | 38 | 439,312 | 140,904 | 32 | 200,862 | 46 |
| Women | 675,566 | 159,779 | 24 | 303,935 | 45 | 469,402 | 136,920 | 29 | 240,451 | 51 |
| 18-24 Years of Age | 192,120 | 16,278 | 9 | 41,367 | 22 | 129,547 | 15,462 | 12 | 32,427 | 25 |
| 25-34 | 244,054 | 39,811 | 16 | 75,737 | 31 | 170,957 | 25,453 | 15 | 55,253 | 32 |
| 35-44 | 223,905 | 43,795 | 20 | 86,801 | 39 | 159,117 | 35,975 | 23 | 73,826 | 46 |
| 45-54 | 241,064 | 65,664 | 27 | 112,976 | 47 | 168,172 | 57,334 | 34 | 93,069 | 55 |
| 55-64 | 191,158 | 69,996 | 37 | 102,979 | 54 | 132,763 | 59,722 | 45 | 82,976 | 63 |
| 65+ | 228,529 | 102,900 | 45 | 131,883 | 58 | 148,158 | 83,878 | 57 | 103,762 | 70 |
| College Graduate+ | 301,169 | 107,485 | 36 | 166,152 | 55 | 225,059 | 83,283 | 37 | 131,050 | 58 |
| Any College+ | 725,756 | 222,914 | 31 | 350,663 | 48 | 523,809 | 182,032 | 35 | 277,832 | 53 |
| Prof'l/Mgmt/Busn & Finc'l Operations | 344,853 | 107,402 | 31 | 175,007 | 51 | 237,815 | 81,536 | 34 | 126,280 | 53 |
| Mgmt/Busn & Finc'l Operations | 182,916 | 61,140 | 33 | 93,027 | 51 | 125,499 | 48,941 | 39 | 70,502 | 56 |
| White collar | 508,610 | 141,222 | 28 | 246,419 | 48 | 351,748 | 114,084 | 32 | 182,542 | 52 |
| Employed | 814,508 | 194,815 | 24 | 330,932 | 41 | 545,933 | 153,350 | 28 | 251,226 | 46 |
| Married | 789,279 | 227,280 | 29 | 376,557 | 48 | 534,577 | 181,676 | 34 | 284,523 | 53 |
| 1+ Children in HH | 572,828 | 96,959 | 17 | 213,421 | 37 | 392,929 | 82,008 | 21 | 176,892 | 45 |
| White | 1,106,300 | 288,806 | 26 | 471,816 | 43 | 742,514 | 237,921 | 32 | 369,841 | 50 |
| Black/African American | 94,043 | 17,480 | 19 | 41,353 | 44 | 88,631 | 17,480 | 20 | 39,028 | 44 |
| Hispanic | 86,027 | 4,818 | 6 | 10,057 | 12 | 79,442 | 4,462 | 6 | 10,057 | 13 |
| HHI \$75,000+ | 391,514 | 129,183 | 33 | 194,895 | 50 | 295,392 | 111,962 | 38 | 159,873 | 54 |
| HHI \$50,000+ | 647,720 | 205,788 | 32 | 297,384 | 46 | 452,767 | 169,530 | 37 | 240,827 | 53 |
| HHI \$35,000+ | 913,211 | 267,995 | 29 | 417,812 | 46 | 628,765 | 221,158 | 35 | 332,113 | 53 |
| Own Home | 974,315 | 293,087 | 30 | 456,087 | 47 | 655,224 | 238,282 | 36 | 353,774 | 54 |
| New Cars Owned/Leased | | | | | | | | | | |
| Owens/Leased 1+ Domestic Vehicle | 1,107,183 | 276,394 | 25 | 453,463 | 41 | 727,741 | 222,160 | 31 | 350,207 | 48 |
| Own/lease 1+ Foreign Vehicles | 498,128 | 143,185 | 29 | 223,344 | 45 | 388,711 | 117,732 | 30 | 191,852 | 49 |
| HH Owns 2+ Vehicles | 959,518 | 250,717 | 26 | 408,794 | 43 | 638,180 | 204,434 | 32 | 317,623 | 50 |
| HH Own any Vehicle Bght New or Leased | 708,326 | 210,968 | 30 | 315,778 | 45 | 510,988 | 178,791 | 35 | 259,227 | 51 |
| HH Plans to Buy Veh New/leased Next Yr. | 117,820 | 21,699 | 18 | 52,500 | 45 | 66,419 | 17,010 | 26 | 30,619 | 46 |
| Business Decision Maker For: | | | | | | | | | | |
| Computer Hardware/Software | 119,921 | 38,090 | 32 | 56,624 | 47 | 74,325 | 29,796 | 40 | 39,340 | 53 |
| Information Technology (Network/Internet) | 59,377 | 13,465 | 23 | 21,711 | 37 | 37,938 | 10,198 | 27 | 16,784 | 44 |
| Communication Equipment | 13,484 | 2,154 | 16 | 4,044 | 30 | 8,820 | 2,154 | 24 | 4,044 | 46 |
| Communication Services | 25,979 | 5,901 | 23 | 6,128 | 24 | 18,311 | 5,177 | 28 | 5,404 | 30 |
| Overnight Delivery Services | 43,427 | 10,531 | 24 | 13,150 | 30 | 25,269 | 6,917 | 27 | 9,536 | 38 |
| Business Travel or Convention | 62,243 | 18,159 | 29 | 25,767 | 41 | 43,615 | 16,447 | 38 | 22,815 | 52 |
| Office Equipment (Photocopier, Fax, Etc.) | 31,793 | 11,262 | 35 | 13,534 | 43 | 20,530 | 9,967 | 49 | 12,239 | 60 |



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|------------------------------------|-----------------------|------------------|----|-------------------|----|------------------------|------------------|----|-------------------|----|
| | | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in CBSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Financial | | | | | | | | | | |
| Own Any Stock | 379,977 | 130,634 | 34 | 185,257 | 49 | 261,505 | 104,678 | 40 | 142,527 | 55 |
| Account With Broker | 146,600 | 50,666 | 35 | 69,147 | 47 | 99,418 | 41,998 | 42 | 53,794 | 54 |
| Own Mutual Funds | 315,066 | 110,456 | 35 | 155,817 | 50 | 244,145 | 97,302 | 40 | 135,710 | 56 |
| Used Any Amex Card-3 Months | 66,332 | 23,673 | 36 | 31,378 | 47 | 54,416 | 18,780 | 35 | 26,230 | 48 |
| Used Any Visa Card-3 Months | 660,101 | 197,662 | 30 | 289,955 | 44 | 474,222 | 162,448 | 34 | 231,401 | 49 |
| Domestic Travel | | | | | | | | | | |
| 1+ Trips | 412,895 | 134,287 | 33 | 187,082 | 45 | 301,320 | 103,736 | 34 | 150,479 | 50 |
| 1+ Air Trips | 417,265 | 124,719 | 30 | 190,637 | 46 | 328,896 | 109,812 | 33 | 164,239 | 50 |
| 1+ Personal/Vacation Air Trips | 373,420 | 108,429 | 29 | 171,120 | 46 | 285,920 | 93,522 | 33 | 145,466 | 51 |
| 1+ Business Air Trips | 162,939 | 51,192 | 31 | 74,655 | 46 | 120,179 | 39,706 | 33 | 56,939 | 47 |
| Used Travel Agent | 74,233 | 31,534 | 43 | 34,388 | 46 | 54,505 | 24,364 | 45 | 26,852 | 49 |
| Car Rental For Business | 112,515 | 28,154 | 25 | 51,254 | 46 | 94,119 | 26,080 | 28 | 48,436 | 52 |
| Car Rental For Personal/Vacation | 243,349 | 72,993 | 30 | 111,583 | 46 | 193,993 | 67,099 | 35 | 95,260 | 49 |
| Hotel/Motels-For Business | 303,246 | 91,110 | 30 | 132,915 | 44 | 215,214 | 76,926 | 36 | 107,129 | 50 |
| Hotel/Motels-For Personal/Vacation | 743,833 | 210,612 | 28 | 334,306 | 45 | 488,964 | 165,896 | 34 | 261,109 | 53 |
| Foreign Travel | | | | | | | | | | |
| 1+ Foreign Trips | 328,207 | 96,296 | 29 | 137,874 | 42 | 264,261 | 86,464 | 33 | 120,880 | 46 |
| 1+ Cruise | 123,761 | 48,169 | 39 | 61,146 | 49 | 93,976 | 43,030 | 46 | 51,050 | 54 |
| Domestic Destinations | | | | | | | | | | |
| Las Vegas | 113,840 | 30,630 | 27 | 51,141 | 45 | 76,393 | 23,806 | 31 | 33,574 | 44 |
| Florida | 91,068 | 26,469 | 29 | 36,244 | 40 | 60,187 | 21,821 | 36 | 32,225 | 54 |
| Houston | 79,987 | 24,626 | 31 | 30,825 | 39 | 61,983 | 20,392 | 33 | 28,358 | 46 |
| Branson | 164,239 | 48,752 | 30 | 75,383 | 46 | 83,031 | 32,113 | 39 | 45,451 | 55 |
| Foreign Destinations | | | | | | | | | | |
| Canada | 54,098 | 17,955 | 33 | 27,485 | 51 | 49,631 | 17,044 | 34 | 26,574 | 54 |
| Mexico | 164,335 | 47,689 | 29 | 66,915 | 41 | 130,147 | 41,925 | 32 | 55,387 | 43 |
| Hawaii | 45,429 | 15,814 | 35 | 18,387 | 41 | 35,040 | 14,920 | 43 | 17,493 | 50 |
| Europe | 62,925 | 16,868 | 27 | 25,681 | 41 | 54,923 | 15,294 | 28 | 24,549 | 45 |
| Caribbean/Bahamas | 73,680 | 29,078 | 40 | 34,992 | 48 | 59,716 | 27,665 | 46 | 31,241 | 52 |
| Technology | | | | | | | | | | |
| Own Cellular Phone | 1,030,305 | 273,759 | 27 | 443,983 | 43 | 695,601 | 224,801 | 32 | 349,330 | 50 |
| Own PC | 974,747 | 252,702 | 26 | 419,330 | 43 | 689,528 | 212,193 | 31 | 344,358 | 50 |
| Bought Hardware/Software | 571,546 | 143,254 | 25 | 236,704 | 41 | 410,936 | 124,428 | 30 | 208,614 | 51 |
| Have Online Service | 939,748 | 242,429 | 26 | 403,889 | 43 | 659,161 | 203,045 | 31 | 331,745 | 50 |
| Shop Online | 657,295 | 168,198 | 26 | 287,422 | 44 | 481,812 | 139,602 | 29 | 245,945 | 51 |
| Purchase Online | 578,633 | 156,437 | 27 | 264,079 | 46 | 429,849 | 128,626 | 30 | 223,855 | 52 |